

May 2024

# MEMBERSHIP CHANGES

New System Basics



# POP

- **Purpose:** Provide League leaders and members with what they need to know regarding the membership changes
- **Outcome:** Prepare Leagues for the coming changes so they are informed, comfortable, and ready for the launch of the new system
- **Process:** Summarize the information that we currently have, specifically as it relates to the area of particular concern for local Leagues

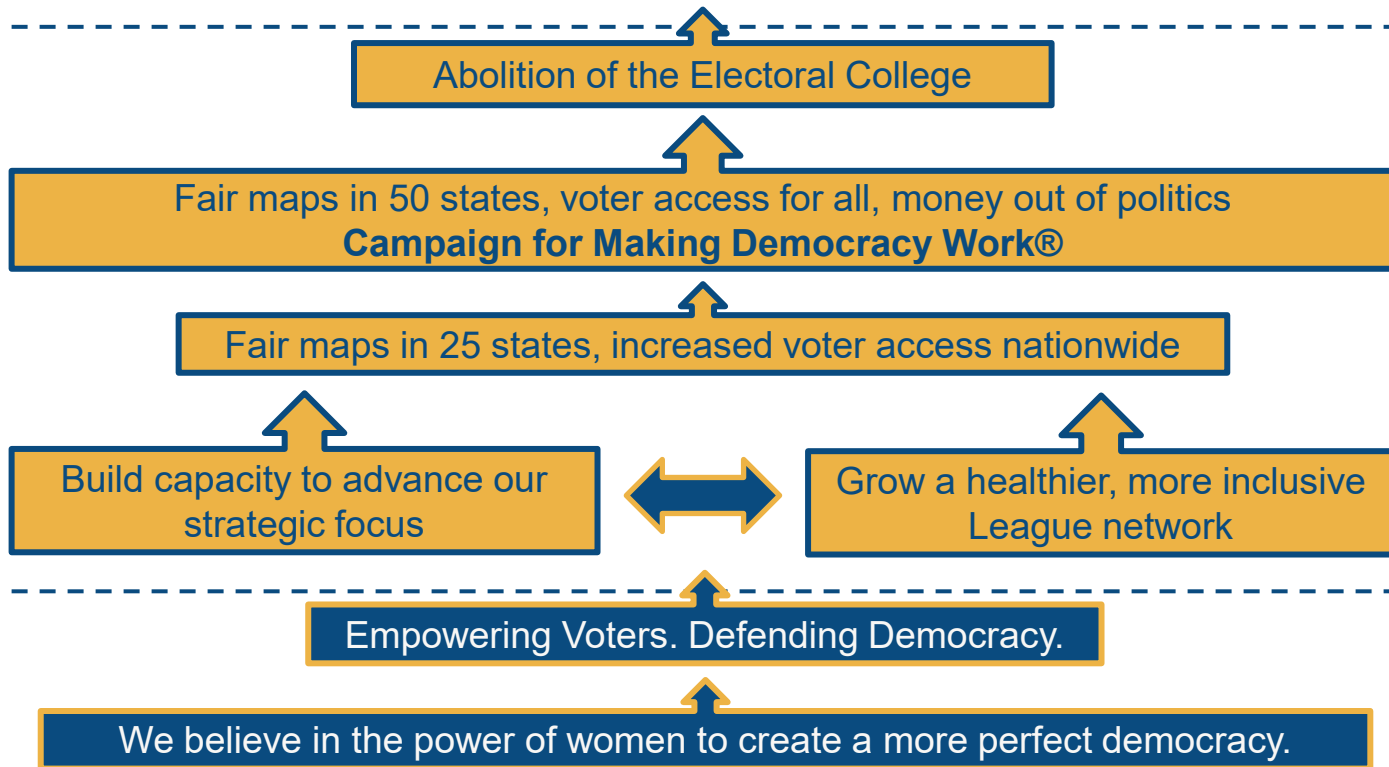
# Background

# Why

- Building League power at every level is necessary to fulfill our mission
- Vital work happening at the state and local levels could benefit from increased support
- Changing the pay requirement will open Leagues to a more diverse, expansive membership
- Too much time and talent are spent on duplicative administrative efforts

# Theory of Change

VISION



MISSION

VALUE  
STATEMENT



# Goal and Method

- Implement a multi-stage, multi-year inclusive process that increases and diversifies League membership and strengthens League operations across the nation to deliver on our mission work and build POWER.
- A consistent and aligned membership system across all levels of League that will eliminate financial barriers to participation, create an equitable division of dues between levels of the League, and overall, simplify mechanics of joining the League.

# Process

- This has been a many-year journey, from the organizational assessment that determined these needs and the Transformation Roadmap that outlined the path
- Now, as part of Framing the Future, we're focused on the implementation of the new system
- League leaders at every level have been involved with feedback and thought partnership, through the working groups, All Member Survey, and product demos, as well as many informal conversations

# Details



# How to Join

- Join online through any website – local, state, or national
  - QR code will be provided for joining at community events
- Pick any League – local or state
- Can still sign up offline
- Limited data collected at join; more when members log in
- Can sign up to auto-renew; membership will be on a rolling basis

# Changes for League Volunteers

- Roster managers – roster will require less manual input as members join online and update their own information
- Treasurers – reduce the need for depositing checks and mailing PMP checks
- Membership chairs – fewer members will require follow-up to renew as they will have the option to renew automatically

# Expected Increase in Membership

- Auto-renew
- Join from any site
- National membership drives
- Pay-what-you-can model



# Membership Dues

- Instead of a fixed dues rate, members will choose their dues amount – pay-what-you-can
- The recommended rate will be \$75 per individual member
- Minimum of \$20
- Listed options of \$150, \$250, and \$500 as well

# Member Types

- Individual members
- Lifetime members – still exempt from dues
- There will no longer be a distinct student membership
- No more “household membership” designation

# Dues Split

- No longer fixed state and national PMP amounts
- Each League level will take a percentage of the member dues paid, as voted on at 2022 Convention
  - Net revenue collected through membership dues will be shared by LWVUS, the member's state League and, if applicable, the member's local League or member-at-large unit. Allocation to LWVUS shall not exceed one-third.
- Percentage stays the same when members pay less, more, or equal to the recommended amount

# Before and After Reallocation

Under current PMP system:

- National: 51%
- State: 37%
- Local: 12%

Under new system:

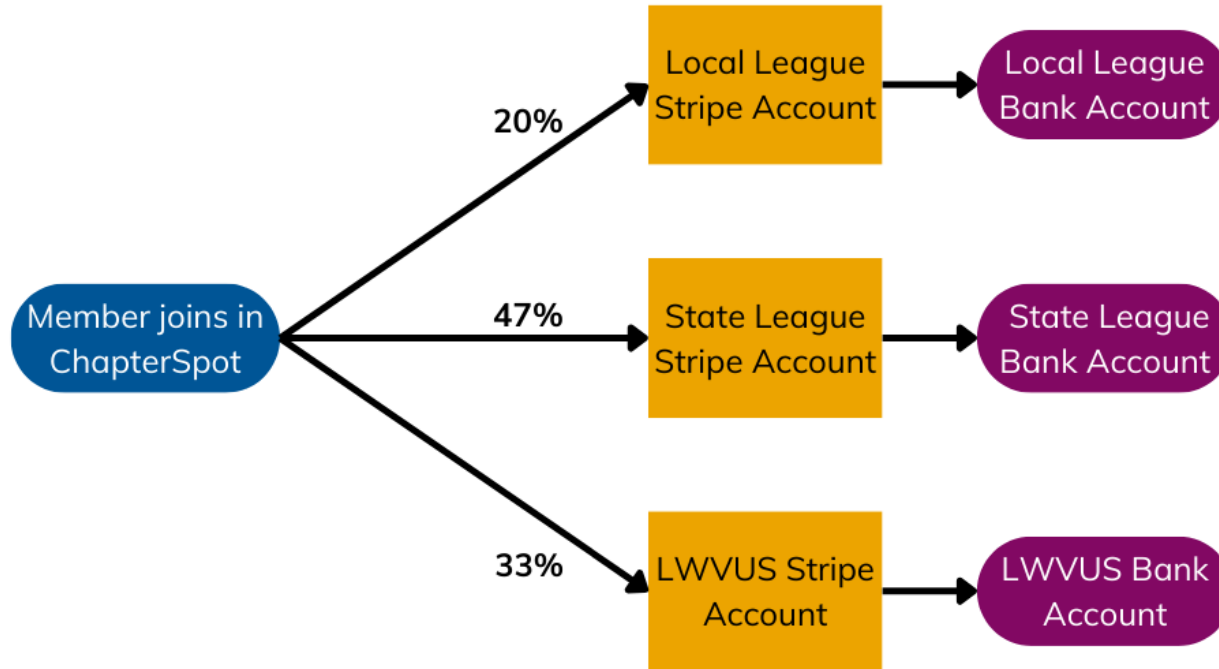
- National: 33%
- State: 47%
- Local: 20%

# Dues Flow

- Dues will be immediately split to each level of League
  - Protects 501(c)(3) status of local Leagues
  - Clarifies fee structure
- Leagues can determine the frequency of distribution from Stripe into their bank accounts



# LWV Membership Dues Flow



# MEMBERSHIP DUES COMPARISON CHART

PAYMENT METHOD	DUES	FEES	LOCAL LEAGUE	STATE LEAGUE	LWVUS
CREDIT CARD	\$20	3.9% + \$0.80	\$3.04	\$8.23	\$5.54
ACH	\$20	1.8% + \$0.50	\$3.43	\$8.73	\$5.98
CREDIT CARD	\$60	3.9% + \$0.80	\$10.73	\$26.30	\$18.23
ACH	\$60	1.8% + \$0.50	\$11.28	\$27.19	\$18.94
CREDIT CARD	\$75	3.9% + \$0.80	\$13.62	\$33.08	\$22.98
ACH	\$75	1.8% + \$0.50	\$14.23	\$34.12	\$23.80
CREDIT CARD	\$100	3.9% + \$0.80	\$18.42	\$44.37	\$30.92
ACH	\$100	1.8% + \$0.50	\$19.14	\$45.65	\$31.91

# Shortfall Mitigation

- LWWUS is committed to making Leagues whole for the first two years
- Amount will be based on base year calculation
- Base year: current member numbers and current dues rate
- Increase in membership is expected to outpace any loss for most Leagues after two years

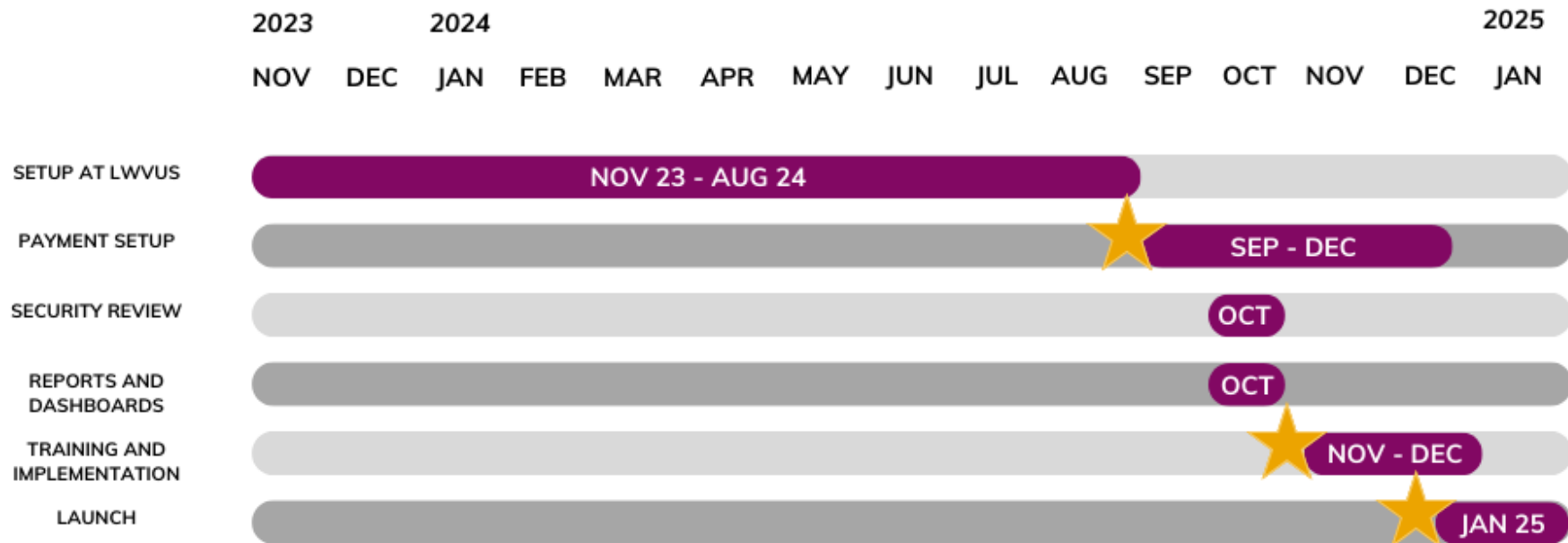
# Dues vs Donations to Local Leagues

- Because of the variable dues amount, higher dues payments are no longer contributions exclusive to the local League
- It will be clear on the join page how dues are being split between levels of League
- Working to find a solution that will make it as easy as possible for donors

# Donating to Local Leagues (cont.)

- Local Leagues can help by being clear with members that this part of joining has changed
- A fundamental goal of these changes is to better resource Leagues in the long-term
- As we learn, changes may need to be made

# ESTIMATED TIMELINE



Setup at LWVUS includes data mapping and testing, which will include representatives from all levels of League.



Stars indicate steps where all Leagues will need to take action.

# Implementation Steps

## On a by-League basis

- Update bylaws
- Take new percentage allocation into account for FY24-FY25 budget
  - Guidance is available on League Management Site
- Update roster with expiration dates, emails, and point of contact

## All Leagues

- Will need Stripe account
- Training – by League role
- Launch in January/February 2025

# Additional Tools

- Website
- Email tool
- Will include templates
- Free of charge to Leagues
- Optional to use



# Going Forward

- Please reach out to [membership@lww.org](mailto:membership@lww.org) with any questions
- Sign up for the upcoming Framing the Future [office hours](#)
- Check out the [ChapterSpot Resources](#) page for additional information and tools

